GOVERNMENT OF INDIA
RURAL DEVELOPMENT
LOK SABHA

UNSTARRED QUESTION NO:134
ANSWERED ON:20.02.2001
AWARENESS AMONG PUBLIC TO DEVELOP WATERSHEDS
AMBATI BRAHMANAIAH

Will the Minister of RURAL DEVELOPMENT be pleased to state:

(a) whether the Union Government have made any efforts to increase awareness amongst rural public for development of watersheds at all possible locations;

(b) if so, the details in this regard;

(c) if not, the methods used so that the benefits of watershed development may reach to rural people;

(d) whether any media campaign has also been launched in the regional languages; and

(e) if so, the details thereof?

Answer

MINISTER OF STATE IN THE MINISTRY OF RURAL DEVELOPMENT (SHRI SUBHASH MAHARIA)

(a) to (e) : Watershed projects are being sanctioned by Department of Land Resources under three Programmes namely Drought Prone Areas Programme (DPAP), Desert Development Programme (DDP) and Integrated Wasteland Development Programme (IWDP)under the Guidelines for Watershed Development. Projects covering a total area of78.37 lakh hectares have been sanctioned upto 31-03-2000 and are being implemented under the three Programmes in more than 400 Districts.The implementation of these projects themselves create awareness amongst the rural public of these areas.

The benefits of watershed development are also being spread by organizing training programmes on watershed development for different functionaries involved in watershed programmes. Five per cent of the project cost is earmarked for training and public mobilization. In addition, a number of Workshops/Seminars etc. are being organized at District, State and National level to make the participants aware about the watershed programmes as also to highlight the benefits of watershed projects.
Messages on watershed development have also been printed on Post Cards, Inland Letters and in regional languages onLetter Boxes in certain areas .

Jingles/Audio Spots arealso relayed on All India Radio.Benefits of watershed have also been covered by the programme under `Jaage Jan Jan Jaage Gaon`, `Mitti Ki Mehak` and `Chaupal` ProgrammesTheme of watershed is also covered under `Krishi Darshan`.

All above steps have, indeed, increased awareness among the rural public about different aspects of watershed developments projects.

Government of India Ministry ofRural Development Department of Land Resources

(M&C Division)

No.H-11012/1/2001-M&C

Subject : Lok Sabha Unstarred Question No. 134 to be replied on 20.2.2001 by Shri A. Brahmanaiah regarding awareness among public to develop watersheds.

Sl.No. 1 (R) Sl.No. 2 (I) Sl.No. 3 (R)

A draft reply to the Lok Sabha Unstarred Question No. 134 by Shri A. Brahmanaiah to be replied on 20.2.2001 regarding awareness among public to develop watersheds, is placed on the file for approval.

(S.K. Dargan) Under Secretary (M&C) 16.2.2001 JS (WD)